

ATA - it shows what's under the bonnet.



With the increasing complexity and sophistication of vehicles, and a shortage of skilled individuals, there has never been a greater need for competent technicians. Properly trained technicians are highly skilled professionals. Automotive Technician Accreditation (ATA) has been developed to enable the identification of them.



Proof of current competence

ATA assessments measure an individual's performance against a set of key industry skills, providing proof of their knowledge, ability and desire to work to a high professional standard.

It provides a benchmark to which the industry's professionals can aspire and be measured. Regulated by the Institute of the Motor Industry (IMI), the Sector Skills Council for the retail motor industry, this voluntary assessment scheme has been developed with the backing of major vehicle manufacturers and independent service and repair organisations.

ATA – fine tune your business

ATA gives technicians working in light vehicle maintenance and repair the opportunity to gain recognition for their skills and demonstrate their competence to both customers and employers.

Five years after ATA was launched, the IMI commissioned an independent return on investment study to ascertain the business impact of ATA. The study produced compelling evidence showing that typically, ATA staff*:

- **Generate more profit and reduce more cost and waste**
- **Reduce employee churn**
- **Produce higher customer satisfaction and business retention**
- **Increase business efficiency**
- **Consistently outperform their non-accredited colleagues**
- **Improve sales conversion rates**

Ways to achieve Light Vehicle accreditation

ATA accreditation for light vehicle is achieved by passing a combination of knowledge and practical skill tests at one of three competency levels:

- **Service Maintenance Technician**
- **Diagnostic Technician**
- **Master Technician**

The benefits of ATA Light Vehicle

ATA gives Light Vehicle technicians

- proof of current technical competence and ethical responsibility
- pride and recognition of achievement
- enhanced status of accredited technicians
- automatic inclusion on the IMI Professional Register

ATA gives employers

- increased customer confidence through employing ATA and Professionally Registered technicians who are committed to an ethical code of conduct
- a benchmark for recruitment and training
- a recognised development path
- independent quality assurance
- opportunities to access marketing support and materials

ATA assessment process

Technicians must pass both a theory test and assessments of their practical skill (listed below):

Service Maintenance Technician

- Mechanical Systems
- Electrical Systems – Basic
- Computer Based Test Equipment – Basic
- Braking System
- Vehicle Safety Inspection & Vehicle Service

Diagnostic Technician

- Mechanical System Diagnosis
- Electrical System Diagnosis
- Computer Based Test Equipment - Diagnosis
- Vehicle Safety Systems

Master Technician

- Electrical Systems - Complex
- Electrical Systems (Diagnosis/Scan Tool Diagnosis) - Complex
- Computer Based Test Equipment - Complex
- Instructional Support
- Customer Liaison

Centres for ATA

ATA approved independent assessment centre

A practical solution for independent technicians required to successfully complete a practical assessment and online knowledge test.

ATA approved in-house programme (Employer or Vehicle Manufacturer)

An efficient solution for technicians working in a business with in-house programmes providing the possibility for practical assessments and knowledge test to be taken as part of that programme.

How long does ATA last?

An individual's accreditation is valid for three years. There are two reaccreditation options available to the technician:

Full reassessment

An individual can successfully complete a full assessment within six months of the expiry date on their ATA card. They will be issued with a new card, when their current card expires.

ATA Update Modules

ATA technicians can reaccredit by completing ATA update modules. Update modules are individual 'bite-size' assessment modules that can be taken together or separately any time during the individual accreditation period to retain ATA.

Reaccrediting by ATA update modules provides flexibility and control over the assessment process by enabling existing training to be combined with relevant ATA assessment. The update modules also provide time and cost savings, allowing technicians to avoid reassessment in some skills and disciplines in which they have already proved their competence.

How much does ATA cost?

The costs of assessment and registration are available from approved assessment centres offering ATA accreditation. Please contact them for further details.

Out of the £50 registration fee, the only income the IMI receives is £35. The cost covers communications, production of ATA photo card, badge and certificate, and inclusion on the IMI Professional Register. The IMI covers all other ATA costs including management, marketing and administration.

“ For me, the only way forward is to keep investing in our people in order to make them as motivated and as skilled as possible - that is good for our customers too. You can't exceed your customers' expectations without investing in front-end training of your staff. ”

Mark Darvill, Allparts

For more information about ATA and how to achieve accreditation, visit www.theimi.org.uk/ata or call **01992 511521** for further information.

ATA

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The World of ATA is constantly evolving to meet the needs of the retail motor industry. ATA routes available include:

- Air Conditioning
- Autoglazing
- Cosmetic Repair
- Customer Service
- Digital Audio Broadcasting
- Electric Vehicle
- Fast Fit
- Light Vehicle
- Light Vehicle Inspection
- Mechanical Electrical Trim*
- Motorcycle
- Paint*
- Panel*
- Parts
- Roadside Assistance
- Vehicle Damage Assessor*

*Routes specific for the Accident Repair subsector – refer to Accident Repair brochure for details

ATA-LV-2012-02

